

# *ATTIE* *NDZOMBANE*

## 2025 Portfolio!

Instagram: @attiendz

Email: Attiendzombane@hotmail.com

Phone: +1 970 742 4708 | +27 73 236 3288

*attie*  
*made*  
*this!*

# ABOUT ME



My name's Athenkosi Ndzombane, an Art Director from Cape Town, South Africa with a knack for taking on the improbable, empowering my peers and creating a space where everyone can be creative.



## Loeries Awards

#13th Ranked Student in Africa Middle East  
2024  
2x Student Silver Loeries  
2x Finalists  
#12 Ranked Student in Africa Middle East (2023)



THE  
CLIO  
AWARDS

## Clio Awards 2024

1x Shortlist

attie  
made  
this!

# Experience

An alumni of Red & Yellow Creative School of Business, and I have been super lucky to work for amazing brands like FIFA, and Nura as well as being supported by Ogilvy South Africa and Loeries' Creative Future Scholarship.

#13 Ranked Student in Africa Middle East - Loeries Official Rankings 2024 & 6th Ranked Student Art Director I #12 Ranked Student in Africa Middle East - Loeries Official Rankings 2023

My CV:

## Career Break - Aspen Ski Season

Hickory House Ribs & WeNorwegians  
December 2024 - March 2025  
Aspen, Colorado

## Creative Manager

Comunity Fashion Show  
Sept 2024  
Cape Town, South Africa

## Freelance Art Director

Rooftop Productions  
Nov 2023  
Port Elizabeth, South Africa  
Brands: Gautrain (Copy), FIFA (Creative Strategy)

## Creative Intern

Ogilvy  
Oct 2023 - Nov 2023  
Brands: PEP Cell, PEP Home, Coca-Cola & Fanta

## Runner & Production Assistant

The Loeries Awards  
Oct 2023  
Cape Town, South Africa

## Production Manager

Developing Agency  
Jan 2023 - Jul 2023  
Port Elizabeth & Cape Town, South Africa

## Runner & Production Assistant

The Loeries Awards  
Oct 2022  
Cape Town, South Africa

## Co-Founder, Art Director & Photographer

Developing Agency/Freelance  
January 2016 - Present  
Cape Town, South Africa  
Brands: X-Games, Nike ACG, Nike Lifestyle, Nike Football, Crates x Converse  
Next, Formula-E World Championship, Away, Nura, Superbalist

## Education

BA in Visual Communications - Art  
Direction Major & Graphic Design Minor  
Red & Yellow Creative School of Business - 2022-2024

## Matric

Alexander Road High School - 2017-2021

## Details:

Email: Attiendzombane@hotmail.com  
Phone: +27 (73) 236-3288 I +1 970 742-4708  
Instagram: @attiendz

## Work Authorization:

United States of America - J1 Exchange - Expires April 15 2025  
United Kingdom - Global Talents Visa Candidate



[Link To Online Portfolio](#)

attie  
made  
this!

# *Table of Contents*

Art Direction

Copywriting

Creative Consulting

Experimental

Photography

Videography & Colour Grading

Graphic Design

References

*attie  
made  
this!*



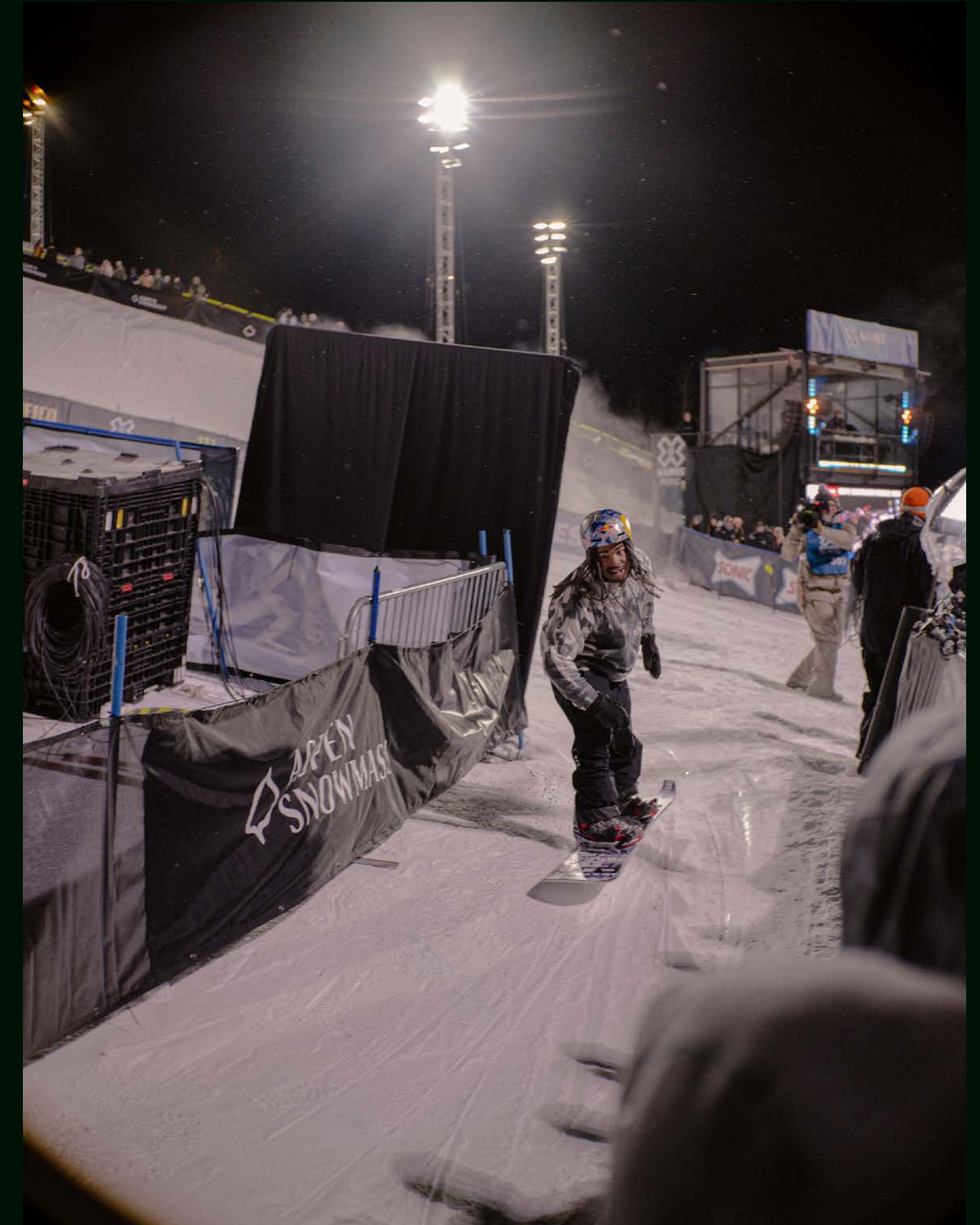
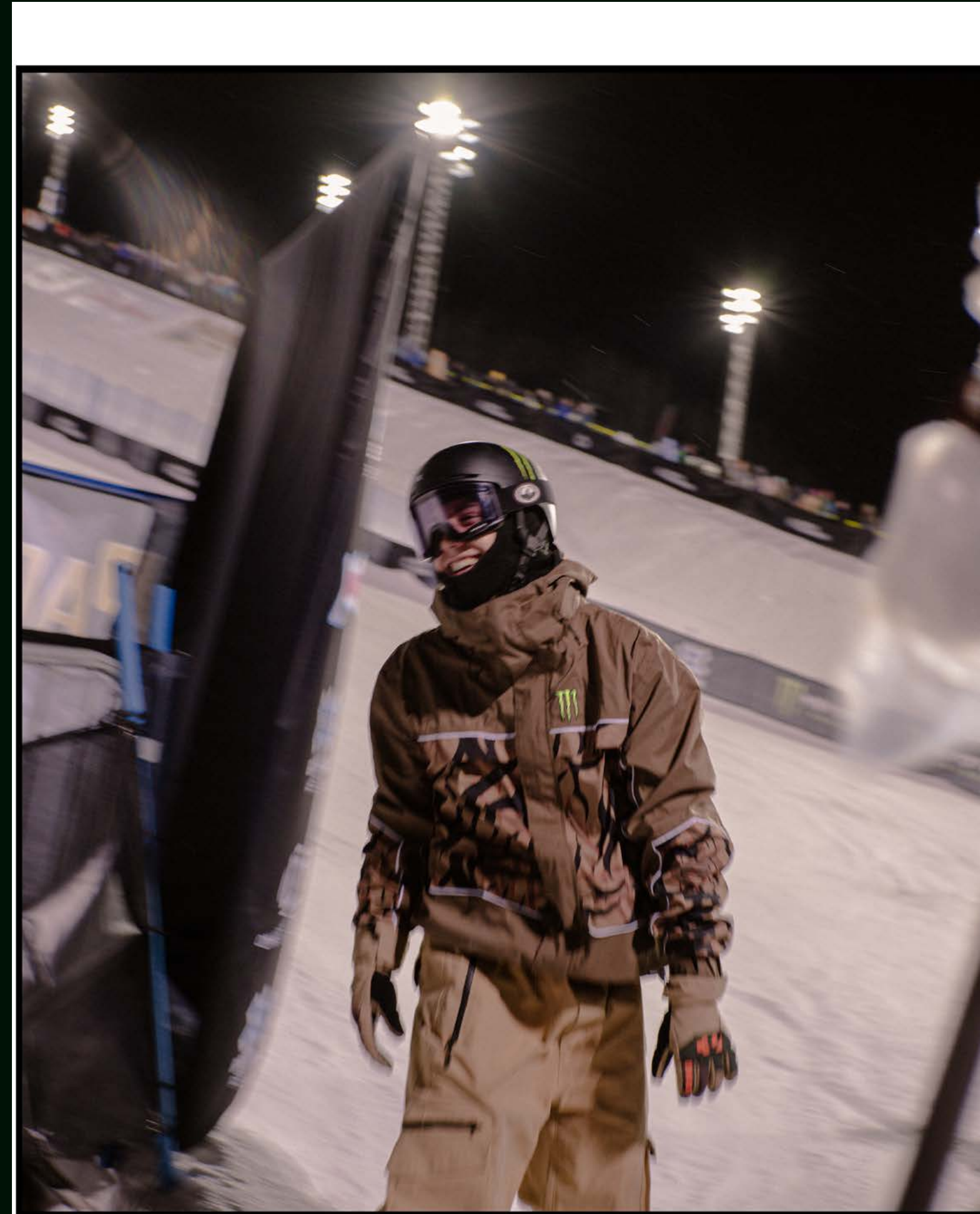
# Photography

X-GAMES Aspen 2025:

*Medium:* Photography

*Brief:*

Capture a different sense of the X-Games to the typical action photography style the client employs.



attie  
made  
this!







# Art Direction

## 160b\_7 Collaboration:

*Medium:* Mixed media/Editing

*Team:*

Monwabisi Sekwane - Photographer

Johny Sathekge - Editor

Athenkosi Ndzombane - Post Production Artist

Xara Croft - Model



attie  
made  
this!



# Art Direction

## LEGO PlayLink

*Medium:* Art Direction & 3D Modelling

*Brief:*  
Create an interactive and innovative campaign that brings the excitement of imagination back to LEGO's Identity for Gen Alpha.

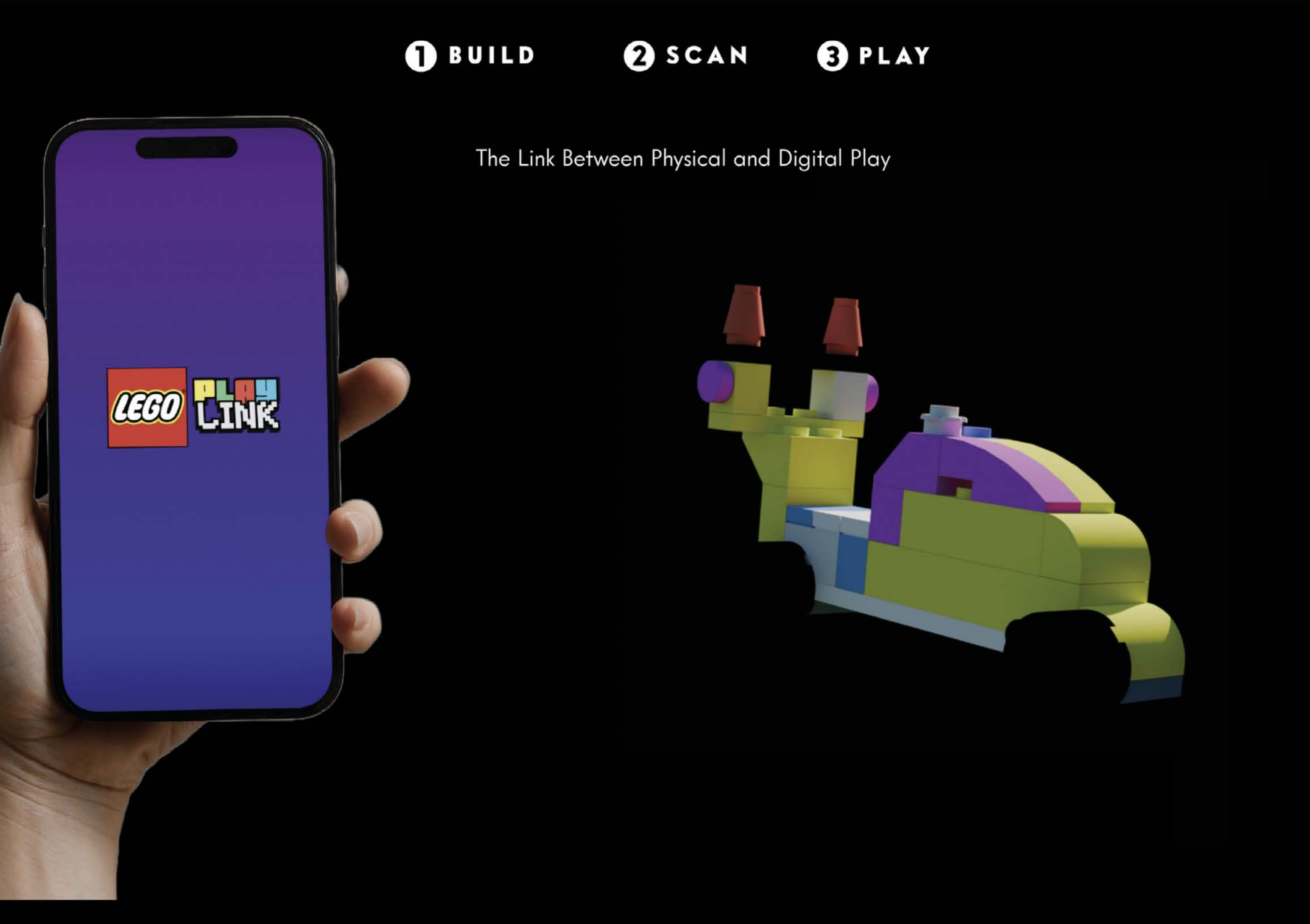
*Problem:*  
LEGO provides a prewritten story for each set rather than encouraging their audience to imagine their own world.

*Insight:*  
Gen Alpha engages in a different type of imaginative play than traditional through world building in games.

*Execution:*  
Bringing physical and digital worlds together by allowing Gen Alpha to build their own skins out of LEGO for in-game use.

*Team:*  
Maxine Carr - Art Director  
Hanim Lukie - Art Director  
Nicholas Taylor - Copywriter  
Athenkosi Ndzombane - Art Director & 3D Modeller

 1x Student Silver Winner



attie  
made  
this!



# In-Game Ads

Popup advertising for each featured game allows us to reach young gamers where they are



×

LEGO PLAYLINK™

START YOUR ENGINES WITH LEGO

A yellow and black LEGO Technic car with large black wheels, shown from a side profile.

Build your dream ride and hit the virtual track!  
Visit any LEGO™ store near you to grab the parts you need, then download the LEGO PlayLink™ App on your device. Scan your unique vehicle and enjoy it in-game.

A small inset image showing a green and yellow LEGO car driving on a grey track with a black and white checkered border.

LEGO PlayLink™

IT'S A LEGO WORLD

A LEGO character with a purple head, green body, and black legs, standing on a black base.

A LEGO character with a purple head, green body, and black legs, standing on a black base.

A LEGO character with a purple head, green body, and black legs, standing on a black base.

Build your own avatar and explore the virtual world! Visit any LEGO™ store near you to grab the features you need, then download the LEGO PlayLink™ App on your device. Scan your unique character and enjoy it in-game.

LEGO PlayLink™

A LEGO item, a small purple and black structure, shown from a side profile.

IT'S A-ME, LEGO!

Build a piece for your holster and shoot in style! Visit any LEGO™ store near you to grab the components you need, then download the LEGO PlayLink™ App on your device. Scan your unique item and enjoy it in-game.





WWW.RETROCARTOONCAPS.COM



# Packaging

They can then bring home their unique creations in game-specific display boxes





# Art Direction

## Capitec - Brand Challenge

**Medium:** Art Direction & Copywriting

**Brief:**  
Position Capitec as a stress-easer for the aspirational market in the chaos they feel.

**Problem:**  
Aspirants have worked hard for their money but are overwhelmed by the different proposed solutions to help them.

**Solution:**  
Taking real-life scenarios of South Africans and showing how Capitec's simplicity in a world of chaos is the benefit for consumers.

**Team:**  
Athenkosi Ndzombane - Art Director & Copywriter  
Kristen Lyons - Graphic Designer  
Nombulelo Mtshaki - Art Director  
Alet Roux - Illustrator  
Illhaam Kessner - Digital Designer  
Hannah Kennedy - Copywriter  
Sarah Longworth - User Centric Designer  
Nikita Borsutzky - Graphic Designer  
Rebecca Gomes - Graphic Designer  
Chulumanco Yiko - Strategy  
Ebrahim Mayet - Strategy  
Jaimee Baylis - Strategy  
Kirstin - Strategy  
Jenna Conradie - Strategy



attie  
made  
this!



When you borrow money from *Malume* Jabu

**RADIO SCRIPT:**

MVO: When you borrow money from Malume Jabu, life gets ... interesting.

MVO: Like how a black car follows me to work every day.

SFX: Car door closing.

MVO: Interesting like how... my car breaks aren't - well - breaking like they used to.

SFX: Car brakes groaning.

MVO: Oh and it's REALLY interesting how the keys to my back door don't work anymore...

SFX: Man coughing off-mic, sputtering.

MVO: Interesting indeed.

FVO: To live an interest-free life, visit any Capitec branch to learn about our 55-day interest-free credit card.

ANNOUNCER: It's banking, just simpler. Initiation, service fees and T~Cs apply.

*[Link To Video](#)*

*attie  
made  
this!*



Jordan lives a  
cocktail life on  
an Oros budget.

No monthly admin fees.  
Notice deposit  
made simple.



Nosi says  
self-love has  
no budget.

No monthly minimum balance.  
Flexible savings  
made simple.



Tshepo must  
choose: olive oil  
or a new  
windshield.

Money available immediately.  
Personal loans  
made simple.







**Sarah uses her  
horoscope to make  
financial decisions.**


Withdraw at any time.

**Flexible Savings**   
made simple.

 **CAPITEC**  
is Doing just Simple

**Nosi says self-love  
has no budget.**

No monthly admin fee, or minimum balance.

**Flexible savings**   
made simple.

 **CAPITEC**  
is Doing just Simple

Malls



**KG has a car that isn't  
*really* his car.**

Get up to R500 000 credit for any vehicle.

**Vehicle loans**  
**made simple.** 

 **CAPITEC**  
It's Banking, Just Simpler  
Interest, service fees and T&Cs apply. Capitec Bank Limited FSP40665/NCRDP13





Mike manifests  
his first car by  
walking through  
the drive-thru.



Loyiso wants to  
impress his future  
mother-in-law.  
so he bought her  
5 designer cows,  
3 luxury goats,  
and 2 limited  
edition chickens.



David is about to  
pick up his date.  
he's very excited.  
he also hopes she  
likes *tuk-tuks*.



Viashna thinks  
she has to pull  
out teeth for the  
tooth fairy to get  
a new car.  
she's 32.

Social Media

*attie  
made  
this!*







# Art Direction

## SafeProtest - Alt Use of Media

*Medium:* Art Direction & Graphic Design

*Brief:*

Create a campaign for Amnesty International using an alternative form of media to create an interactive and informative campaign.

This is to inform the target audience about the danger of facial recognition on the right to protest.

*Problem:*

Not many people are aware of how common facial recognition is in our daily lives.

*Target Market:*

18 to 28 year olds who are politically aligned and wary of the political happenings of the world.

*Solution:*

Creating an awareness campaign that uses a face filter titled ComputerDazzle to show people how to paint dazzle face paint that will distract the facial recognition software.

As well as informing the audience of the role facial recognition has in minimizing the right to protest through Instagram, and various podcast sponsorships.



attie  
made  
this!

# COMPUTER DAZZLE



A Face Filter shown off on various faces, shown on @Amnesty Instagram page via sponsored posts.



# Art Direction

## CheckMate - The Guardian

**Medium:** Art Direction, Graphic Design & Copywriting

**Brief:**

To reaffirm The Guardian's position as a freer of truth that doesn't bow for anyone through a digital tool.

**Problem:**

Disinformation from politicians goes unchecked on social media and there isn't a localised place for people to fact check their politicians.

**Target Market:**

Those getting politically engaged for the first time aged 17-24 years old in western democracies.

**Solution:**

Create a reply bot on X that quickly and accurately fact-check tweets, comments and reposts from politically influential individuals.

And communicating the lies of politicians through out history to promote the platform.



attie  
made  
this!



**Lies Change History**

"We know that Saddam Hussein  
has stockpiles of major amounts of  
chemical and biological weapons"

Tony Blair  
Former Prime Minister - The United Kingdom

**12 years of War**

**150,000 + Iraqis Dead**

**No Weapons of  
Mass Destruction Found**

**CHECKMATE**

Fact Prover  
by The Guardian











**CheckMate - Fact Prover**  @CheckMate · 15m

**BIG LIE ALERT :**

Kamala Harris - "Economists have said that that Trump sales tax would actually result, for middle-class families, in about \$4,000 more a year."

The pro-trade Peterson Institute for International Economics has estimated that this would cost a typical U.S. household in the middle of the income distribution about \$1,700 in after-tax income. (Washington Post)

Frame



22.4k



22.4k



22.4k



22.4k



**CheckMate - Fact Prover**  @CheckMate · 15m

**MISLEADING STATEMENT ALERT :**

Kamala Harris - "What you're going to hear tonight is a detailed and dangerous plan called Project 2025, that the former president intends on implementing if he were elected."

While Trump's senior advisors and close affiliates are known to be co-authors of the Project 2025 document, Donald Trump & JD Vance have no direct hand in the document and it is not an official policy book for the Trump Vance Campaign. (The Guardian)

Frame



22.4k



22.4k



22.4k



22.4k





Checked  
& Approved  
& Cited

**CHECKMATE**

fact prover  
by The Guardian

Learn more →



“Immigrants **aren't**  
eating dogs and cats  
in **the United States.**”

Donald Trump  
Former President of The United States

**CHECKMATE**

Fact Prover  
by The Guardian



“We have  
deployed US drones  
against **innocent civilians**  
of **Yemen**”

Barack Obama  
Former President of The United States

**CHECKMATE**

Fact Prover  
by The Guardian



Where  
Big Lies  
Face

**Bigger Facts**

**CHECKMATE**

fact prover  
by The Guardian

Learn more →





“Saddam Hussein  
is **not** responsible for  
the September 11<sup>th</sup>  
attacks.”

George W. Bush  
Former President of The United States

**CHECKMATE**

Fact Checker  
by The Guardian

Learn more →




guardian Lies Change History - and George W. Bush lied  
about the events that occurred before the invasion of  
Iraq.

now



CheckMate - Fact Prover  
Sponsored



“I did   
have sexual  
relations with  
that woman.”

Bill Clinton  
Former President of The United States

**CHECKMATE**

Fact Prover  
by The Guardian



Learn More





# Mission Statement

In a world flooded with misinformation,  
Trust is fragile.  
When words leave you  
Worrisome, confused,  
stressed and missinformed,  
Sometimes  
Revengful and spiteful  
To get back at those who lied to them.

Because when your trust is broken,  
Finding the truth isn't just important-  
It's personal.

In our quest for independent journalism,  
and to make the world more truthful.  
Introducing  
CheckMate, a fact-prover by The Guardian.



# Art Direction

## Our Walk Is Different - Black Label:

*Medium:* Art Direction & Video (spec)

*Insight:*

Black Label is seen as a cheap beer drunk by the masses, and struggles to command a higher economic status.

*Concept:*

Our concept is to change the narrative of Black Label, and place it in unusual and formal situations in which the public would take a double take.

*Execution:*

We have used a formal business man, coming home from a long day of work to his established flat, grabbing a short whiskey glass, opening his personal bar expecting to find a bottle of whiskey, but instead the bar is filled with rows of Black Label in which is his drink of choice after a long day of work.

*Team:*

Cathrine Johnson- Art Director

Georgie Evans - Copywriter

Athenkosi Ndzombane - Art Director & Editor

Johny Sathekge - Model



attie  
made  
this!



# Art Direction & Copywriting

## Gautrain:

### Brief:

Create copy-driven short copy banners for Q1 of 2024, with a very short turnaround time.

### Outcome & Insight:

Most Gautrain users are business-people, who tend to have an invested interest in reading so we created a few tongue & cheek print advertisements for Gautrain.

In the first set, we used the top selling books in South Africa at the time to show the speed of the train system, showing that you wouldn't get very far even if you tried. And aimed to position them in the entrances of the bookstores around the province.

Solution not flighted due to budget constraints.

Truth  
to Power -  
406 pages

And you'll barely  
get to page 14.

Malboro to OR Tambo  
in 10 Minutes

Atomic  
Habits -  
320 pages

And you'll barely  
get to page 10.

Hatfield to Centurion  
in 13 Minutes

Spare -  
518 pages

And you'll barely get  
to page 9.

Centurion to Pretoria  
in 8 Minutes

attie  
made  
this!



# Copywriting

## MosquitoGuard:

### *Brief:*

The specifics and results of the project are still confidential and can't be disclosed at this current time.

### *What I did?*

Coined a slogan & crafted a new brand tone of voice for MosquitoGuard, celebrating it's unique selling points in one catchy line.

**Mosquito  
guard** | The *good,*  
*good*-smelling  
repellent.

*attie  
made  
this!*



# Art Direction

## MosquitoGuard:

### What I did?

Helped lead a team in creating the new look of MosquitoGuard that celebrates the unique smelling main ingredient that is Citrdiol. The idea was to improve on specific things like hihglighting the fact that this is a repellent not a killer, something the previous can didn't highlight with the mosquito being behind the strike. Things like

OLD



NEW



attie  
made  
this!



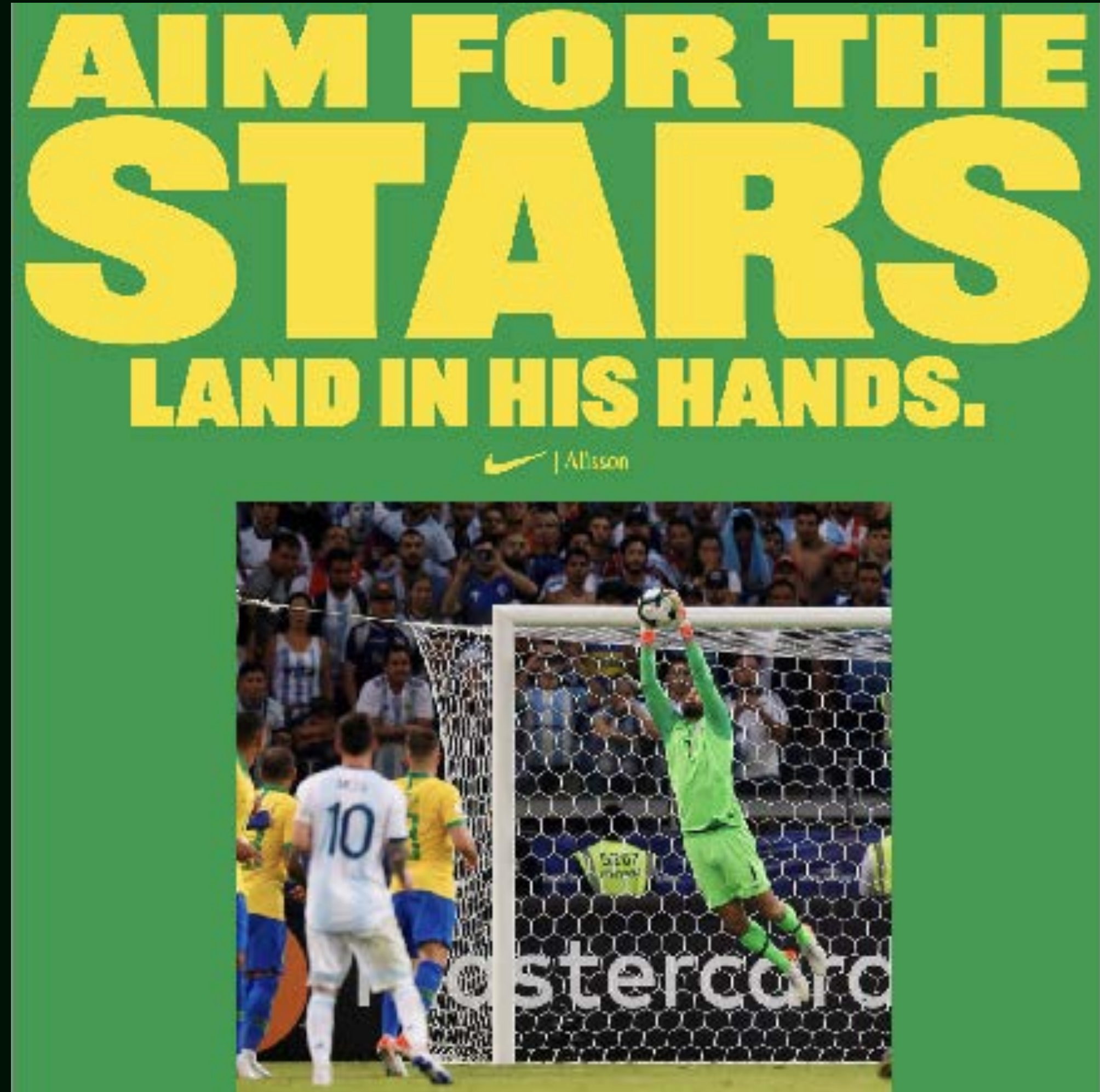
# Copywriting

## Nike- Copa America (Spec):

### *Brief:*

Inspired by the copy from from some of the Euros and Copa America posters. Made during Copa America before Brazil got knocked out.

Nike Football and the safe hands of Alisson Becker.



*attie  
made  
this!*



# Creative Consulting

## FIFA- Request for Proposal

### Note

The specifics and results of the project are still confidential and can't be disclosed at this current time.

### What we did?

I advised Rooftop Productions creatively when responding to a Request for Proposal from FIFA.

The request was a shift on strategy for FIFA on their strategic goals for 2023 – 2027, how they carry themselves in public and advising how their communications will line up over the next 5 year period until and after the 2026 World Cup. Campaigns like #BringTheMoves, #FootballUnitesTheWorld and others

My personal advice that was followed through by FIFA was creating a database of anti-discrimination ambassadors players and former players for their NoDiscrimination Campaign, earmarking players like Vinicius Junior who have large influence in their respective countries & communities and can work to tackle bias. As well as creating a simple gesture to signify to officials when players plan on suspending the match due to discrimination from crowds.

We advised on their framing and helped create a communication strategy for the Club World Cup 2025 too. As well as addressing their lack of reputation and respect as a governing body.

### Read The Goals



#### Referee

The referee observes or receives a report of abuse. They will use the No Racism Gesture to signal the incident.

The referee will decide whether or not to stop the match.



#### Player

A player who is targeted by abuse uses the No Racism Gesture to signal the incident to the referee, captain or team official.

The referee will decide whether or not to stop the match.



#### Competition Official

The Competition Official observes or receives a report of abuse. They will communicate to the referee the need to stop the match.

The referee will decide whether or not to stop the match.



# Art Direction

## Volkswagen – Dezemba

### What we did?

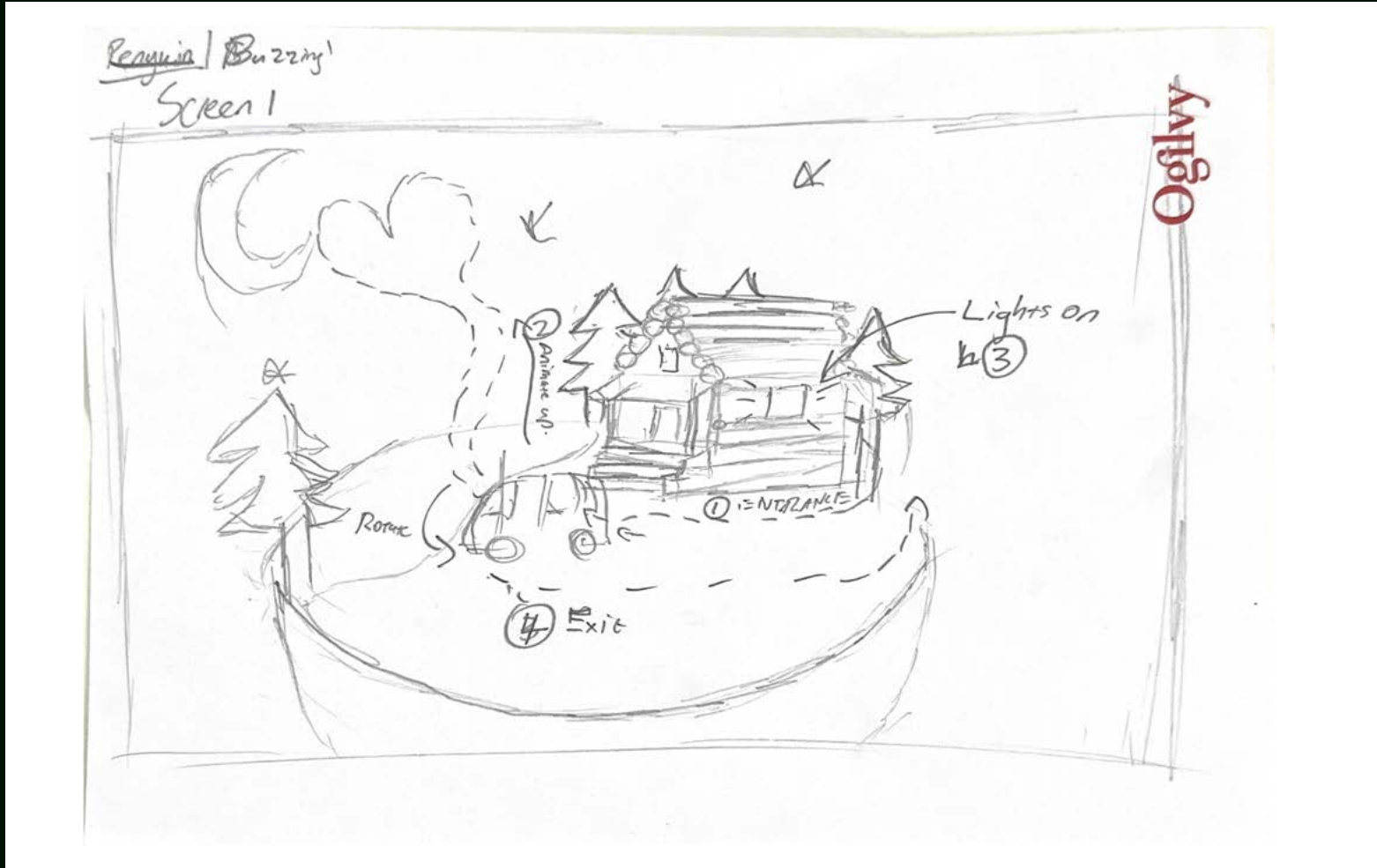
While I was interning at Ogilvy Cape Town I was tasked with ideating scenarios and helping the incredibly talented Run Team to create the Dezemba 4.0 set of social media posts for Volkswagen.

These spots were daily for 14 days in the first few days of December, with the goal of shining a light on the VW Commercial vehicles. I helped over see the creation of elements, had to sketch and design items for the team to better get a feeling of the single items. Those sketches aren't allowed to be shown. These were early ideations of the story, and I continued to storyboard the animations till it was up to scratch.

My role was essentially junior art director, as I assisted the Art Director Humaira Chucon and Copywriter Emma Wilson.

See my two favourites titled Buzzing and Penguin Who Could Fly.

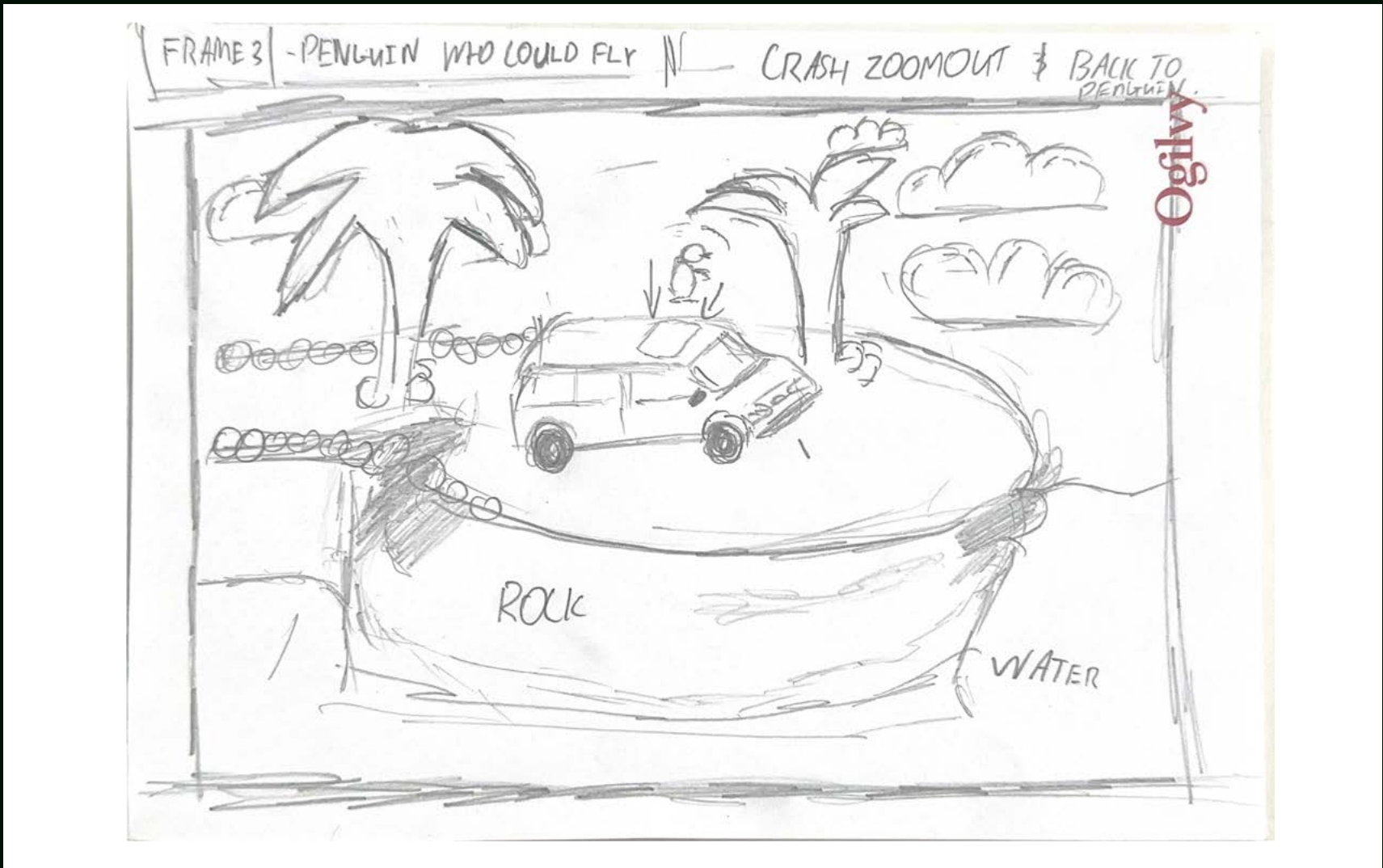
[See The Posts](#)



attie  
made  
this!



# Art Direction



attie  
made  
this!



# Photography

## Formula E - Season 9

*Medium:* Photography

*Brief:*

Capture the Formula E Season 9 as authentically as possible to give a 'Behind the Scenes' look on the ongoing circus of Formula E

*Problem:*

Formula E doesn't show enough of the behind the scenes during their races outside of the Unplugged show they have, and need more content for their social media.



attie  
made  
this!



















# *Photography*



*attie  
made  
this!*



# *Photography*



*attie  
made  
this!*



# *PHOTOGRAPHY*



*attie  
made  
this!*



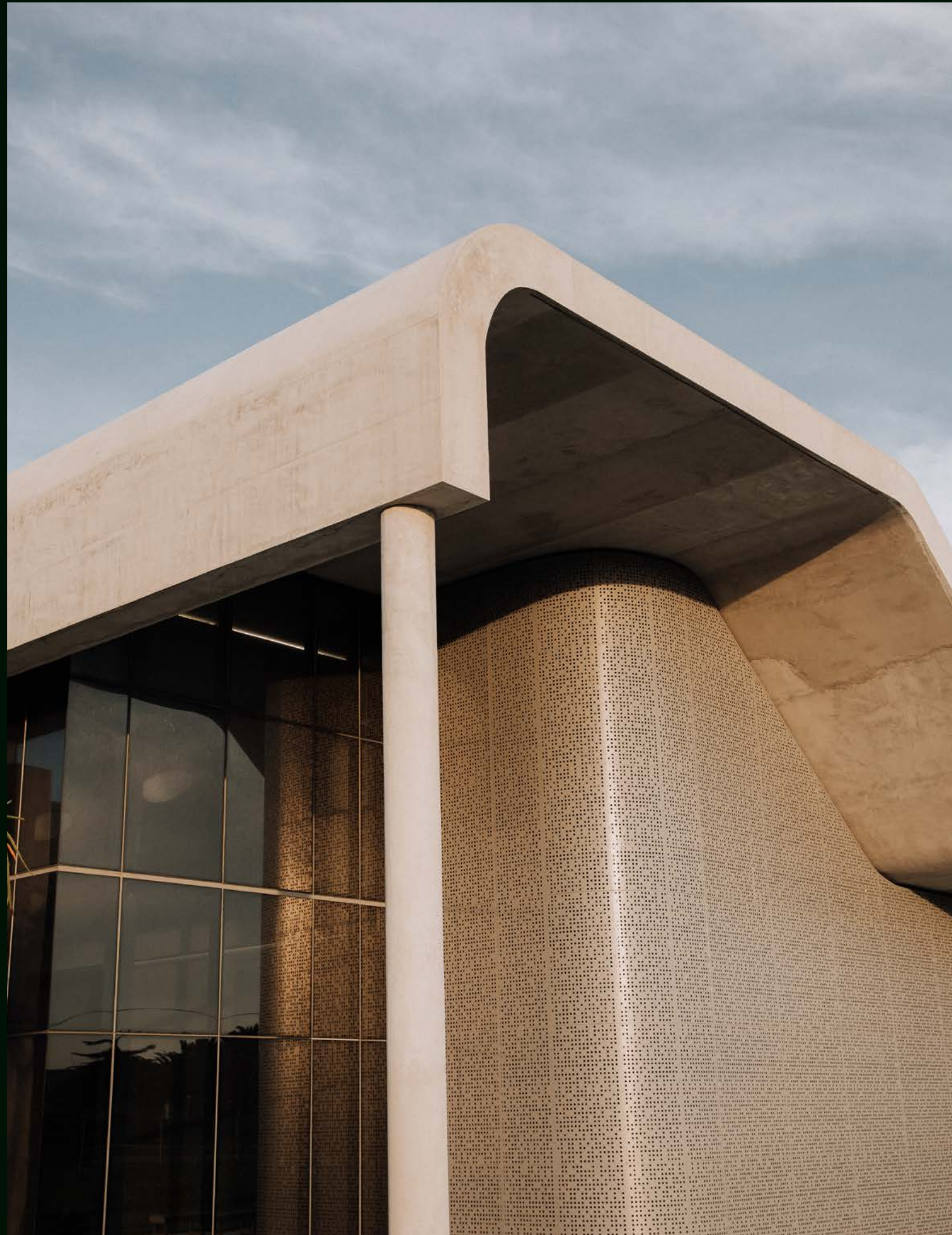
# *PHOTOGRAPHY*



*attie  
made  
this!*



# *PHOTOGRAPHY*



*attie  
made  
this!*



# *PHOTOGRAPHY*



*attie  
made  
this!*



# COLOUR GRADING



*attie  
made  
this!*



# VIDEOGRAPHY

## Kasha - Safety for women

*Medium:* Videography

*What we did?:*

We shot a short video for Ghanaian service provider KASHA to show the journey of how it helps independent women get access to confidential medication delivery.

*Watch It Here*



*attie  
made  
this!*



# *VIDEOGRAPHY*



*attie  
made  
this!*



# *VIDEOGRAPHY*

## *AriPats – Fashion Film*

### *What we did?*

A short fashion film created for Port Elizabeth designer Ariana Patsalos.

Shot at the Van Staden's Nature Reserve.

## *Watch It Here*

*attie  
made  
this!*



# *VIDEOGRAPHY & GRADING*



*attie  
made  
this!*



# *VIDEOGRAPHY & GRADING*

## *Crates & Converse x Starr*

### *What we did?*

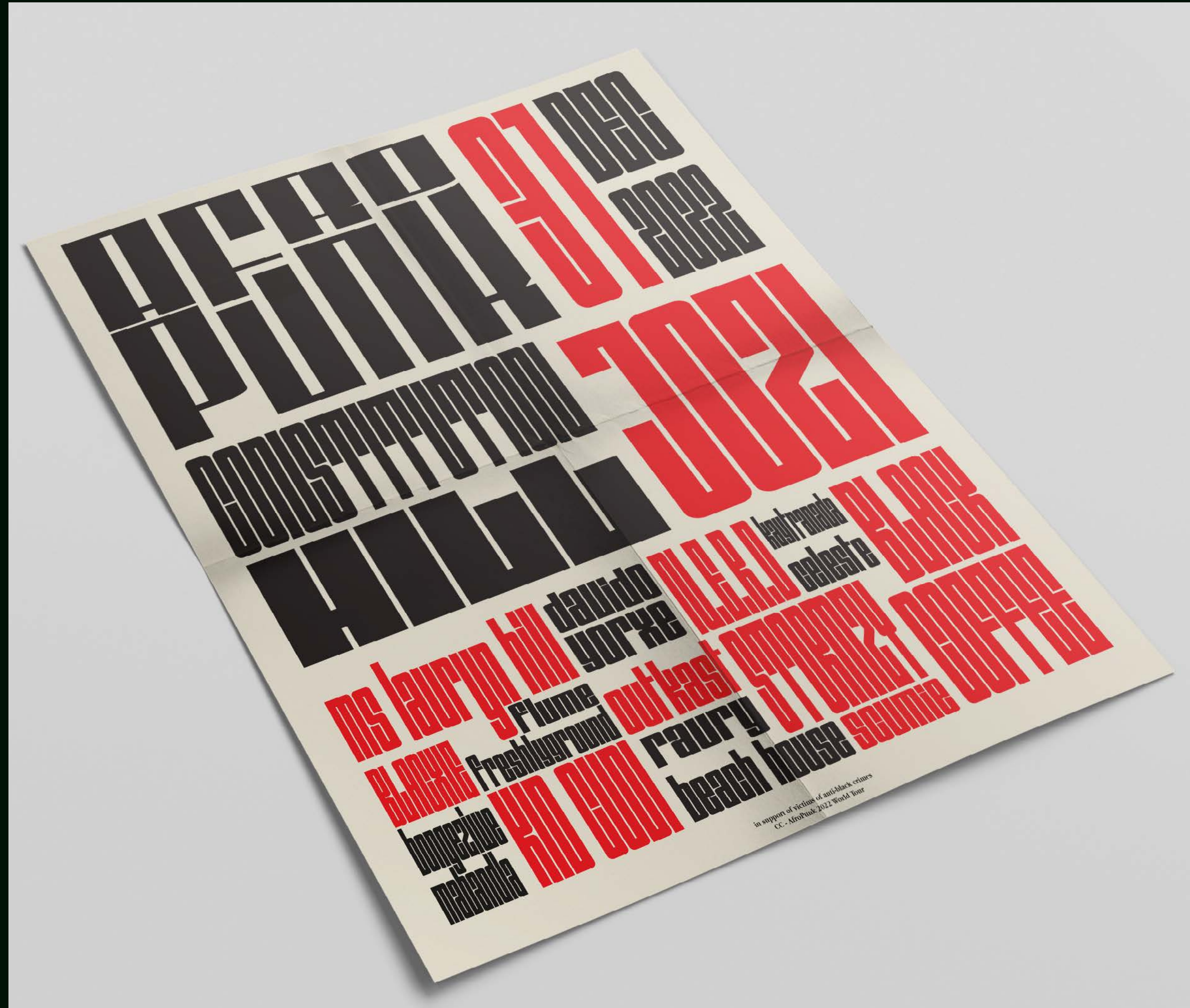
We shot fashion shorts for Crates and Converse South Africa

## *Watch It Here*

*attie  
made  
this!*



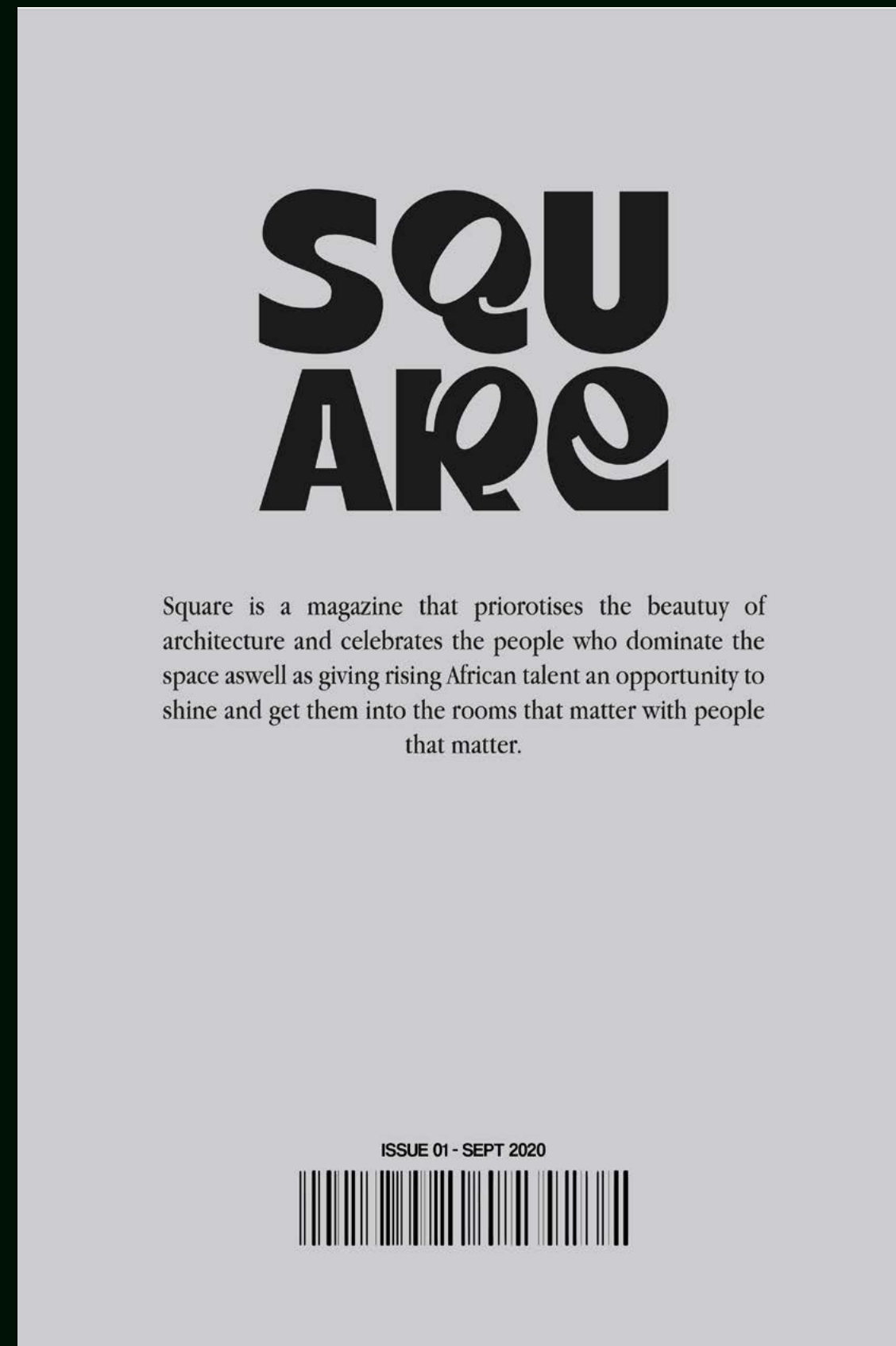
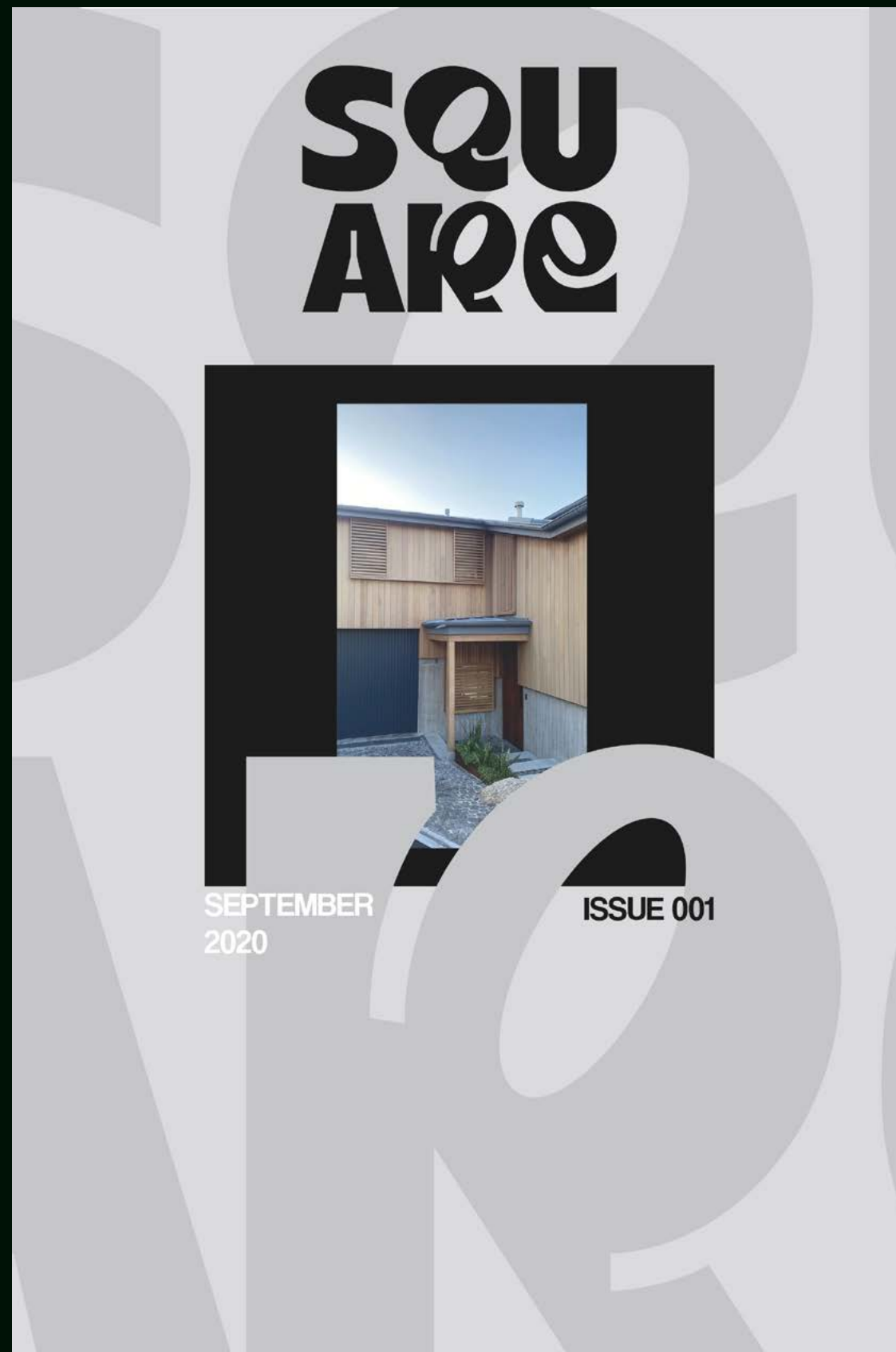
# POSTER DESIGN



attie  
made  
this!



# MAGAZINE DESIGN



We were tasked to create a fictional magazine inspired by a chosen article.

attie  
made  
this!



# LOGO DESIGN



Old



New

Vukani is a Port Elizabeth based running that desperately needed a redesign, I crafted and executed a solution that worked for them and provided a unique icon.

*attie  
made  
this!*



# *LOGO DESIGN*



Created a logo for a new grills and tooth gem company, Forged Fangs, based in Port Elizabeth.

I crafted and executed a logo that was unique and appealed to their target audience of fashion conscious 20-35 year olds.

*attie  
made  
this!*



# FESTIVAL DESIGN



07.09  
09.09

THE  
LABIA  
THEATRE

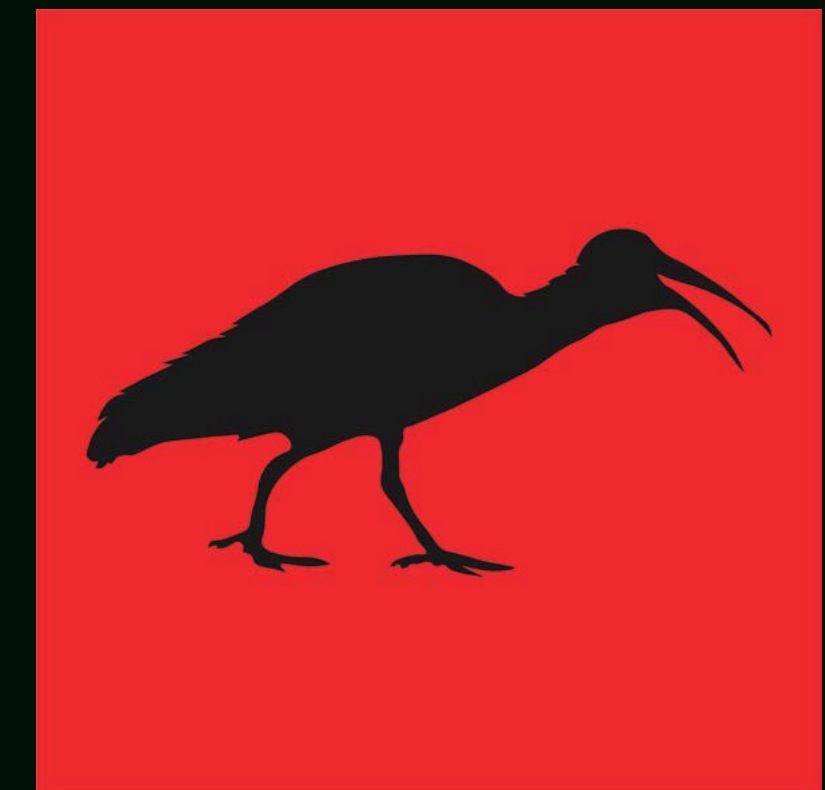
**FAME**  
Film Shorts Week

Available on:  
Quicket

mip|africa Cape Town International Animation Festival MUZIK! AFRICA MEDIA & ENTERTAINMENT SOLUTIONS AFRICA



**BENIN**  
**EGYPT**  
**BURUNDI**  
**CAAAPE VERDE**  
**AAANGOLA**

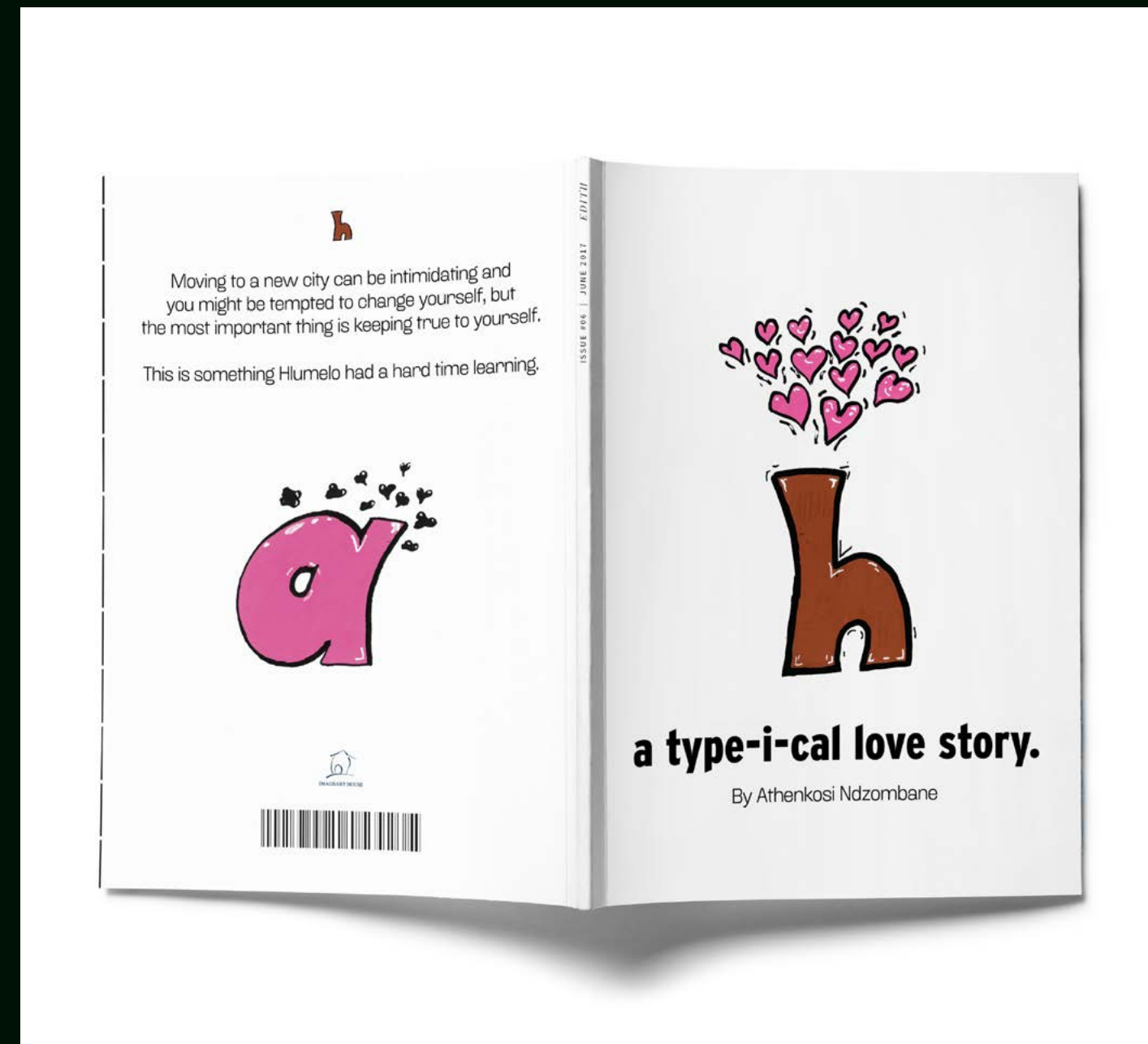


**FAAAAAAAAAAAAAAME** scream for africa

attie  
made  
this!



# BOOK DESIGN



School project where we were tasked to make an illustrative post-modern narrative book for children. I chose to make a type inspired love story about moving to a new city.

attie  
made  
this!



# REFERENCES

**Momise Kekana (Mentor)**

Integrated Creative Director | Joe Public  
him@themanwhoisntthere.com  
Johannesburg, South Africa

**Andrew McKenzie (Mentor)**

Managing Director | Rooftop South Africa  
Andrew@rooftop.eu | +27 82 320-5126  
Port Elizabeth, South Africa

**Brian Mtongana**

Woolworths SA | Executive Creative Director  
Brian.mtongana@woolworths.co.za  
Cape Town, South Africa

**Tiffany Mouse**

Creative Group Head | Ogilvy  
Tiffany.Mouse@Ogilvy.co.za  
Johannesburg, South Africa

**Vuyani Ngabaza**

Talent Acquisition Specialist  
Vuyani.Ngabaza@Ogilvy.co.za  
Cape Town, South Africa

**Preetesh Serwanj**

The Loeries | CEO @ The Loeries  
preetesh@loeries.com  
Johannesburg, South Africa

**Khanyi Pika**

Ogilvy | Learning & Development Consultant  
Khanyi.Pika@ogilvy.co.za  
Johannesburg, South Africa

**Dan Carter**

Photographer | Freelance  
Dan@dancarternow.com  
Cape Town, South Africa

**Olivia Sperring**

Formula E | Influencer Lead  
OSP@Formulae.com  
London, United Kingdom

*attie  
made  
this!*